Alcohol Advertising Policy

Introduction

Organizations subject to the provisions herein, may accept advertising from businesses that sell or distribute alcoholic beverages. If there is uncertainty in the interpretation or execution of this policy, student editors or organizations must consult with their advisors for assistance. The Dean of Students’ interpretation of this policy shall be deemed final in all instances.

Definitions

- **Student Organizations and University Programs** refers to any group of students currently enrolled and in good standing with Loyola Marymount University that have completed the requirements for club registration as defined by Student Leadership & Development.
- **University Programs** includes student media and collectively refers to *Tower Yearbook, The Los Angeles Loyolan, KLMU, KXLU, LMUTV, and ROAR TV*, to name a few.
- **Advertising** refers to the endorsement of a business, product or service either in print or spoken word, for a monetary or in-kind consideration. Thus, advertising is a paid endorsement, which results in revenue for student media or organizations.

Alcohol Advertising Standards

- Organizations may solicit and accept advertising for establishments that sell alcoholic beverages, such as liquor stores, bars, and dance clubs.
- Advertisements that encourage excessive or unhealthy consumption of alcohol are not permitted.
- Organizations shall not accept or create advertising that:
  - Encourages alcohol abuse or emphasizes quantity and frequency of use
  - Portrays drinking alcohol as a solution to problems or necessary for stress relief or social, sexual or academic success
  - Depicts images suggesting alcoholic beverages, such as a martini glass, umbrellas in drinks, beer bottles or kegs
  - Associates alcohol consumption with tasks that require skill, including operation of motor vehicles or machinery
  - Contains the price of alcohol, such as “$2.50 well drinks” or “dollar shots”
  - Includes such phrases as “all you can drink,” “drink specials” or “unlimited drinks”
  - Violates state laws or University policies
- Acceptable advertisements must carry a disclaimer promoting responsible and sensible drinking practices. Advertisements from liquor stores or establishments where alcohol is served must contain a proof-of-age policy.

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